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PURCHASE***



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A Happy Purchase



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OF HOUSE PAINTS MEANS A SELECTION OF COLORS
THAT ARE PLEASING TO THE EYE AND THE
SELECTION OF THE RIGHT QUALITY OF PAINT.

In this booklet we have endeavored to show combinations of tints that harmonize for the body, trimming and roof; if a satisfactory selection cannot be made, however, we will gladly, upon receipt of description or drawings of any buildings, submit further suggestions (free of charge) designed by special artists employed for this purpose.

Price per gallon means little in the selection of Paints as the highest priced Paints are generally the cheapest in the end, on account of their extra covering capacity, allowing nothing for the extra time of wear or the maintaining of the color, gloss, etc.

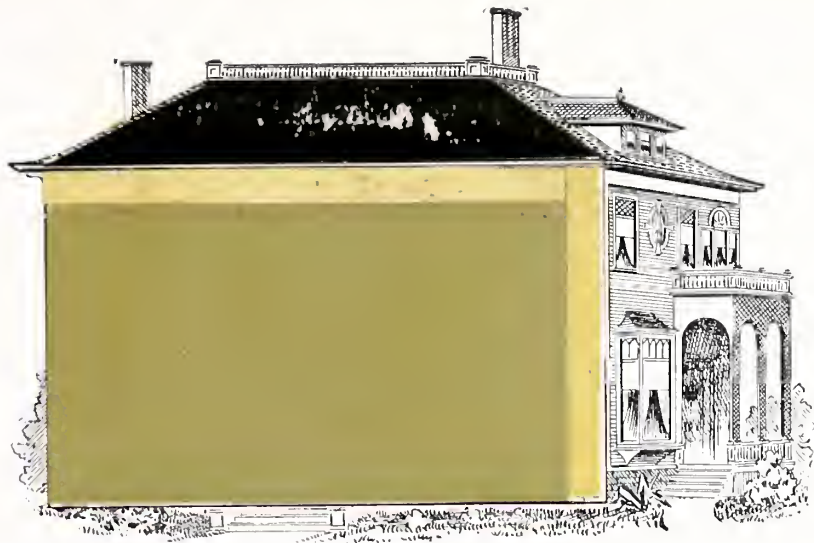
We aim to produce a Paint that for a trifle more per gallon will paint a building as cheap, if not cheaper, than the *cheapest* Paint.

THE WARREN PAINT CO.
WARREN, OHIO.



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Body No. 106 Pearl Gray. Trimming No Outside White. Roof Green Shingle Stain.

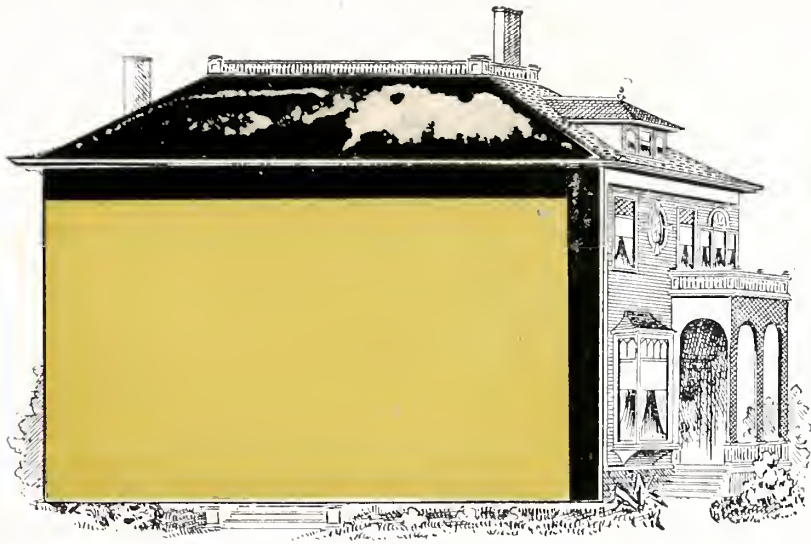
Guarantee to Our Patrons

WHEN our Ready Mixed Paints are applied according to our directions to a surface, free from dampness, with the first coat thinned out with 50 per cent. of Raw Linseed Oil, we guarantee them not to scale, chalk or flour off, being made from Pure Lead, Oxide of Zinc and Linseed Oil; and if, after three years' trial it should fail to give the satisfaction guaranteed, we agree to furnish any Paint you may select to repaint your buildings, or refund the cost of the same.

This is the highest grade of Paint that has ever been offered to the public. More durable, permanent and economical than lead and oil prepared by hand.

CHICAGO, ILL.
BUFFALO, N. Y.
COLUMBUS, O.
UTICA, N. Y.
INDIANAPOLIS, IND.

THE WARREN PAINT CO.
Warren, Ohio.



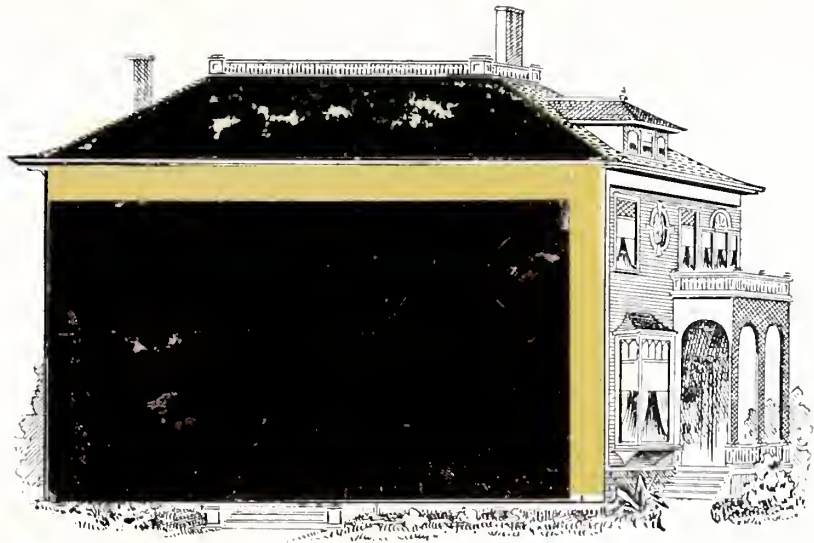
Body No. 109 Ivory. **Trimming No. 104 Moss Green.** **Roof Green Shingle Stain.**

Pure Lead *VS.* Warren Paint.

Metallic Lead takes up about 25% of its own weight when it is converted into White Lead. This extra weight is in moisture, acids, etc., and as soon as it is mixed with oil and exposed to the weather this excess is set free and immediately attacks the oil.

When the oil is destroyed there is nothing left to hold the lead and hence we so often see and hear of Lead chalking or flaking off.

In the manufacture of the Warren Paints, oxide of zinc, an indestructible pigment, is used in connection with the lead, and by a special treatment the zinc is allowed to take up what the lead throws off, which links these two pigments together, forming an alloyed pigment. This being unchangeable it will in no way destroy the oil, hence the Warren Paint is left to be destroyed *only* by the wear and tear of time.



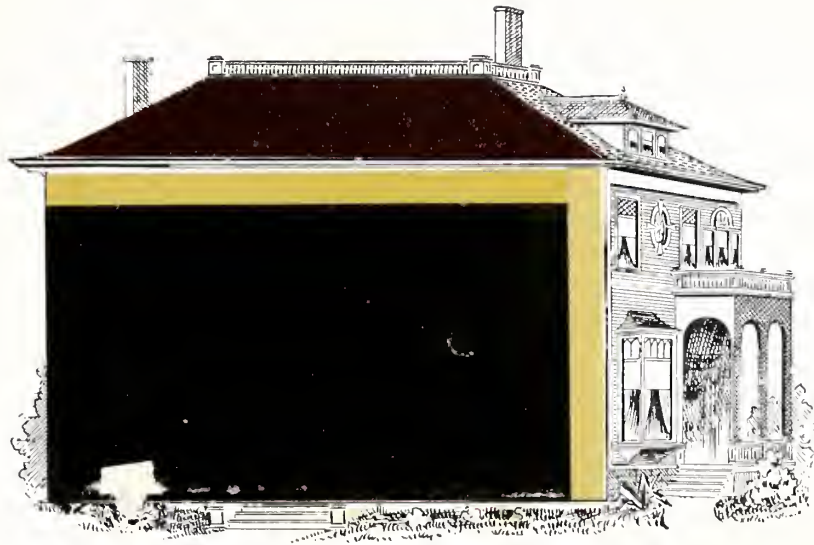
Body No. 100 Chocolate. Trimming No. 109 Ivory. Roof Green Shingle Stain.

The White Lead of To-Day and the White Lead Father Used.

It is quite a common idea that the carbonate of lead, as sold by the lead trust, makes a good paint. This notion was born in the early days when white lead was practically the only paint, and before the great lead combination was formed. More time was taken then in the corroding of lead, the acids thoroughly removed and the lead thoroughly aged, and in the majority of cases oxide of zinc, or some other indestructible pigment was added, but labeled and sold as pure lead. The lead got the credit, while the zinc made it durable.

The pure white lead of to-day, as sold under any of the many brands controlled by the combination, or any other make of carbonate of lead, will only stand a few months without chalking and turning dark under the action of the atmosphere.

Just what zinc did for lead years ago it is doing for the Warren Paints to-day ; hence we guarantee them to wear twice as long as pure lead and oil mixed by hand. They finish with a gloss, hold their color, cover better and cost less.



Body No. 104 Moss Green. Trimming No. 109 Ivory. Roof Red Shingle Stain.

A Word About Zinc.

Experiments have been made in coating iron with a solution of lead, but have always resulted in failure, while we all know that galvanized iron, where the coating is an alloy based upon zinc, will wear many years.

We also have the experience of the French Government, who for many years ordered nothing but zinc to be used upon all their public buildings. Zinc makes clearer tones of colors and prevents the tints from changing, holds the gloss in the paints and carries more oil. Hence we have more of the binder to hold the pigments.

